

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

**Regular Meeting
Wednesday, January 7, 2004 8:00 a.m.**

**Room 2A, Council Work Session Room
Hayward City Hall
777 B Street
Hayward, CA 94541**

The Public Comments section provides an opportunity to address the City Council on items not listed on the agenda. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

A G E N D A

- I. Call to Order
- II. Public Comment
- III. Approval of December 3, 2003 Minutes
- IV. Light Up the Season Follow-Up
- V. New Banner Update
- VI. Adjournment

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Maret Bartlett at 583-4261 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

MINUTES

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

General Meeting of Wednesday, December 3, 2003

ATTENDANCE:

BIA Member	Present	Absent
Toni Barcelos	X	
Ned Carleton (Vice Chair)	X	
James Cohen		X
Aileen Matteson		X
Belinda Mobley	X	
Alice Nguyen		X
Rod Vargas	X	
Doug Vieira	X	
Chris Zaballos (Chair)	X	

VISITORS: Scott Raty, Hayward Chamber of Commerce
Peggy Collett, Hayward Chamber of Commerce
Dick Rogers, Hayward Medical Market

STAFF: Paul Dalmon, Redevelopment Project Manager
Jamie Hurley, Redevelopment Specialist

- I. **Call to Order**: The Chair called the meeting to order at 8:03 a.m.
- II. **Public Comments**: Mr. Rogers introduced himself; he is the owner of the Hayward Medical Market, which recently opened in the downtown at 22656 Foothill Boulevard.
- III. **Introduction of New Staff**: Mr. Dalmon introduced Jamie Hurley, the new Redevelopment Specialist for the Redevelopment Agency. Mr. Dalmon briefly described Mr. Hurley's background and talked about some of the projects that he will be working on, which includes working with the BIA Advisory Board.
- IV. **Approval of Minutes**: Mr. Vargas made a motion to accept the minutes of the November 5, 2003, meeting. Dr. Mobley seconded the motion, and it was carried by the following vote: Mr. Zaballos, abstaining; and all others, aye.
- V. **Vote on Bylaw Amendment to Change Meeting Frequency**: Mr. Dalmon gave an overview of the motion made at the November 2003 meeting for the Board to consider at this meeting a vote to amend the Bylaws and the Rules and Regulation to change frequency of the regular meeting from monthly to quarterly. He noted that, as required

by the Bylaws, a notice was sent to each of the members at least 20 days prior to voting on this matter. The notice specifically called for amending the Bylaws to provide for regular quarterly meetings, and to amend the Rules and Regulations to call for the regular meeting to be held on the 1st Wednesday of each quarter, which takes place in January, April, July, and August of the calendar year. A motion was made by Dr. Mobley to amend the Bylaws and Rules and Regulations as specified in the written notification sent on November 13, 2003, to the members. The motioned was seconded by Mr. Vargas, and approved unanimously (6:0), which constituted the 2/3 vote of the entire Board membership as required by the Bylaws.

- VI. **Light Up the Season:** Mr. Dalmon gave an overview of the activities planned for Light Up the Season, which will take place on Thursday, December 4, 2003, from 5:30 p.m. until 8:30 p.m. He encouraged all of the members to attend and participate in the event. He also gave an update and status of the B Street Beautification Program, and he responded to questions from members about the activities planned. Ms. Collett passed around the tabloid for Light Up the Season, which was printed in the Daily Review. She also noted that eleven merchants have donated prizes for the Passport-to-Prizes.
- VII. **Discussion about New Banners:** Mr. Dalmon talked about the existing banner program, which includes the rotation of three sets of banners: holiday, patriotic, and welcome/rediscover downtown banners. He said the committee budgeted this fiscal year to purchase a fourth set of banners to be used in the rotation. He noted this was done to prolong the life of the existing banners, which are all relatively new, and as an opportunity to create a new special banner to promote downtown. Mr. Dalmon mentioned that during budget discussions, the members talked about buying a custom banner designed to specifically identify with Hayward. To that end he noted the custom design banners are generally more costly than stock banners; however, this year there was some cost savings associated with the cancellation of the Heritage Festival and Antique Show.

The members talked about the various themes that the new banners could promote. Mr. Vargas suggested a campaign to shop Hayward. He recommended establishing a subcommittee, which he volunteered to sit on, to research themes for the banners. The Chair recommended visiting other cities to see what themes they have used in their banner programs, and he volunteered to serve on the subcommittee that would tour other cities. Staff was directed to obtain from the banner vendor/designer that was last used to get ideas for custom banners that they have worked on.

There were also comments from members over the issue of lighting at night in the downtown. Mr. Dalmon noted that as part of the B Street Beautification Program, the lampposts along B Street have been re-built to accommodate higher wattage bulbs. He indicated that during the summer various types of higher intensity bulbs were tested on the lampposts and business owners were given an opportunity to express their preferences.

- VIII. **Adjournment:** The meeting adjourned at 8:50 a.m.